

## V. Claims

I claim:

1. A method of updating content on a web site, the method comprising:  
accessing an update profile, the update profile comprising a named party URL, and an update frequency;  
determining whether web site content is due to be updated based on the update frequency;  
retrieving a copy of the web site content based on the named party url;  
presenting the copy to a named party;  
receiving a revised copy from the named party; and  
updating the web site content based on the revised copy received from the named party.
2. The method of claim 1, wherein the update profile further comprises a named party e-mail address, the presenting step comprises mailing the copy of the web site content to the named party as an e-mail attachment, and the receiving step comprises receiving from the named party a reply e-mail with a revised copy of the web site content attached to the reply e-mail as an attachment.
3. The method of claim 1, wherein the web site content contains an update log and the updating step further comprises updating the update log.
4. The method of claim 3, wherein the update log comprises a last checked field and a last updated field.
5. The method of claim 1, wherein the update profile further comprises an update type and the retrieving step comprises retrieving a copy of the web site content based on the named party URL and the update type.
6. The method of claim 1, wherein the update profile comprises a web page on the web site.
7. A computer running executable code, the executable code programmed to:  
access an update profile, the update profile comprising a named party, a named party URL, and an update frequency;  
determine whether content on a web site is due to be updated based on the

update frequency;

retrieve a copy of the web site content based on the named party URL;

present the copy to the named party;

receive a revised copy from the named party; and

update the web site content based on the revised copy received from the named party.

8. The computer of claim 7, wherein the update profile further comprises a named party e-mail address, the copy of the web site content is presented to the named party as an e-mail attachment, and the revised copy of the web site content is received from the named party as an e-mail attachment.
9. The computer of claim 7, wherein the update profile further comprises an update type and the executable code is further programmed to retrieve the copy of the web site content based on the update type.
10. The computer of claim 7, wherein the update profile comprises a web page on the web site.
11. A system for automatically updating content on a named party's website, comprising:
  - a server having non-volatile memory;
  - updating software resident on the server;
  - e-mail software resident on the server;
  - a web hosting server having a named party URL and content resident thereon,
  - means for communicating between the server and the named party; and
  - means for communicating between the server and the web hosting server.
12. The system of claim 11, wherein an update profile resides in the non-volatile memory.
13. The system of claim 11, wherein an update profile comprise a page of the content.
14. The system of claim 12 or 13, wherein the update profile comprises a named party url field, a named party e-mail address field, and an update frequency field.

15. The system of claim 14, wherein the update profile further comprises an update type field.
16. The system of claim 11, wherein the content contains an update log.
17. The system of claim 16, wherein the update log comprises a last checked field and a last updated field.